MIAMIBEACH

OFFICE OF THE CITY MANAGER

NO. LTC#

239-2014

LETTER TO COMMISSION

TO:

Mayor Philip Levine and Members of the City Commission

FROM:

Jimmy L. Morales, City Manager

DATE:

July 15, 2014

SUBJECT: MIAMI BEACH AUGUST SPECIAL ELECTION GUIDE

In an effort to educate the community on the upcoming special election ballot questions, City Commission passed a resolution on June 11, 2014 that approved funding in the amount of \$10,000 to prepare video and a direct mailer.

The voter's guide is now available online and will be mailed to 35,362 registered voter's households this week. It has also been distributed via email and through social media channels. The video will begin airing on MBTV next week. About 4,000 guides will be made available at public facilities within the city later this week.

The costs of the guide (printing, mailing services and translation) were maintained under \$10,000 at \$6,082.70. The city's pre-paid postage permit account was in need of replenishment for \$6,000 from a budgeted account for a total postage cost of \$9,901.36.

JM/MM/NR

OTTY CLERK'S OFFICE